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THE COMMUNICATOR
The USAID GH Newsletter for CAs
Volume 4 Number 1
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The Communicator's Goals:

- * To increase the flow of information between USAID's Bureau for Global Health and CAs engaged in communications and public relations work
- * To enhance awareness of the need to disseminate news about our work and to show why it is important

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If you would like back issues of The Communicator, e-mail
lchomiak@usaid.gov.

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COMMUNICATIONS RESOLUTION FOR A NEW YEAR

In this issue we're featuring a myriad of communication tools, some new and some old but all very useful. We figured it's a good idea to review some of the tools that worked in the past and evaluate them in an effort to revamp communication approaches in 2005. For instance, we had a couple of articles on Web blogs in 2004, so be sure to check out the brand new report entitled "Future of the Internet," especially the blog analysis. We're also providing you with some new tools, such as Google Scholar, a new Internet search feature.

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REMEMBERING MSH COLLEAGUES

We also want to remember three of our colleagues from Management Sciences for Health (MSH), who were traveling on the Afghan Kam Air Boeing 737 flight that crashed into a mountainside on Friday, February 4. Cristi Gadue (26), Amy Lynn Niebling (29), and Carmen Urdaneta (32) were among the 104 people who died in the crash.

Cristi, Amy, and Carmen were vibrant, committed young women, each making strong contributions to important work. They are a great loss to the development community and to the work being done by the United States.

HOW TO BALANCE QUALITY AND COST-EFFICIENCY IN YOUR MARKETING TOOLS

1. Will your target audience keep a publication (such as an annual report) or print and toss it?

2. Who is your audience? Take for instance, an organization working with teens. A sharp Web design and interactive Web features are a must. For the AARP, print materials might be more effective than Web-based publications.

3. Produce quality publications at lower costs.

[SOURCE: <http://www.nancyschwartz.com>]

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"FUTURE OF THE INTERNET"

The Pew Internet and American Life Project based in Washington, D.C., released its new report "Future of the Internet." The report offers an evaluation and prediction on where the Internet is going in the next 10 years based on survey feedback from technology experts and scholars. The report is a follow-on to the winter 2004 analysis of blog usage, which estimates that 8 million American adults have created blogs. Additionally, blog readership has increased to 58 percent in 2004. However, the report also found that not everyone is blog-savvy. About 62 percent of Internet users are still unfamiliar with blogs.

You can read the full report at:

http://www.comnetwork.org/downloads/krc/PIP_Future_of_Internet.pdf

[SOURCE: The Communications Network, Network Notes January 2005]

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RESOURCES FOR YOU

DOLPHN Update

The Data Online for Population, Health and Nutrition (DOLPHN) system is an online statistical data resource containing selected current and historical country-level demographic and health indicator data. The DOLPHN system is designed to provide users with quick and easy access to frequently used statistics and can be helpful as both a reference and analytical tool. The DOLPHN database can be found at <http://www.phnip.com/dolphn/>. To view USAID country health statistical reports, use DOLPHN <http://www.phnip.com/dolphn/ReportFrame.asp?PDF=0>

Writing More Effective Press Releases

A report titled "24 Press Releases Transformed from So-So to Sizzling" by Marcia Yudkin illustrates the craft of writing effective press releases. Here's a short overview of the topics covered in the report:

Emphasize "Why Now?"

"News" Requires Something "NOW"

"Why" is as Vital as "What"

Use the "Who Cares" Test

Focus on Shoppers, Not Sellers

Add Context That Deepens a Story

For more information, go to:

<http://www.freelancewritingsuccess.com/pr.php>

[SOURCE: EXCESS VOICE January 2005 newsletter; www.excessvoice.com]

Google Scholar

Google Inc. formally launched a new search service aimed at scientists and academic researchers last fall. A Google representative described Google Scholar as a free beta service that allows users to search for

scholarly literature such as peer-reviewed papers, theses, books, preprints, abstracts, and technical reports.

Check it out at <http://scholar.google.com>

[SOURCE:http://www.galegroup.com/free_resources/reference/peter/dec.htm
#googlescholar]

WordTracker

WordTracker is an online keyword generator to help you identify the best keywords and phrases. It matches your queries to a database of over 350 million searches.

Check it out at <http://www.wordtracker.com/>

[SOURCE: <https://www.excessvoice.com/wordtracker.htm>]

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WHAT OTHERS ARE DOING

Strategic Communication by the Foundation for Child Development

In its annual report, the Foundation for Childhood Development focused on the role of strategic communications as a "core strategy" to achieve long-term policy change and advance its mission. The New York-based foundation hired award-winning journalist Patty Edmonds to write on the evolution of strategic communications in philanthropy. Edmonds analyzed a number of approaches and encouraged others to explore and adopt similar methods.

For the entire report, go to:

<http://www.ffcd.org/about/annualreports/FCD2004AnnualReportfinal2.pdf>

[SOURCE: The Communications Network, Network Notes January 2005]

AlertNet.org

AlertNet.org is an online news network created by the Reuters Foundation. It compiles information from more than 300 humanitarian organizations, keeping those in the field and the United States informed of crises and relief efforts worldwide. If you are a nonprofit organization working in emergency relief, you can join AlertNet at no charge.

[SOURCE: <http://www.alertnet.org>]

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YOUR FEEDBACK

Let us know what you would like to see in this newsletter, what topics you want covered, or what additional items should be included. Become a contributor -- pass along stories about your program, including poignant accounts, major accomplishments, new publications, awards received, or upcoming conferences to lchomiak@usaid.gov.

Also, if you know people who should get this newsletter, let us know so we can add them to our subscribers list.

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